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OCT 23 2009

Memorandum
by City Manager's Office

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Debra Figone

SUBJECT: City Manager's Weekly Report

DATE: October 23, 2009

INFORMATION

Following are the key activities to be highlighted this week:

Airport Passenger Activity Down 9.7% in September—Passenger traffic at SJC dropped 9.7% in September this year compared to September 2008, the first month since August 2008 that the rate of decline has been under 10%. The smaller decline now reflects the steep reductions in flights and capacity by airlines that began occurring more than a year ago, but it is premature to suggest that it means a bottoming of the recession's impact on travel, aviation, and airports. Airport staff continues its efforts to encourage airlines to restore flights to SJC and to work with Silicon Valley business and community leaders to support air service development in anticipation of both the completion of the modernization program next year and economic recovery. For more information, contact Bill Sherry, Airport Director, at 501-7600.

Regional Water Quality Control Board adopts the Municipal Regional Storm Water NPDES Permit—On October 14, the Regional Water Quality Control Board adopted the Municipal Regional Storm Water National Pollutant Discharge Elimination System (NPDES) Permit. This Permit replaces current countywide municipal storm water permits with a Municipal Regional Permit (Regional Permit) for all 76 Bay Area municipalities in an effort to standardize storm water requirements in the region through sustained advocacy over the past two years. The City has worked to ensure that the permit is implementable. Nevertheless, this regulation will have significant impact on City operations and costs. A report outlining the City's implementation plan and resource impacts will be presented to the Transportation and Environment Committee at its January 2010 meeting. For more information, contact Melody Tovar, ESD Deputy Director, at 277-3892

Foreclosure Fair—On October 21st, the Housing Department and the Santa Clara County Association of Realtors (SCCAOR) co-sponsored the Fall 2009 Foreclosure Prevention and Resource Fair at the Mexican Heritage Plaza. Four HUD-approved agencies and five legal service nonprofits were available to assist approximately 160 clients with foreclosure counseling, credit counseling, and legal services. Six nonprofit agencies, the Housing Department's Rental Rights and Referrals, and Work2Future provided information and referral services in related areas such as employment, emergency housing assistance, and food and nutrition. Though it is too early to determine if clients were approved for loan modifications, JP Morgan/Chase provided assistance to 12 clients. Wells Fargo Bank was available to discuss financing options. The event drew in 80 volunteers, primarily SCCAOR members, clocking over 350 hours. The Mexican Heritage Plaza was a strategic venue for the event since its location is centrally located in the area hardest hit by foreclosure. Despite a strong outreach effort through ethnic media, the light attendance is suspected to be as a result of the 5-day National Association of Consumer Advocates (NACA) Home Save Program

HONORABLE MAYOR AND CITY COUNCIL

Subject: City Manager's Weekly Report

Date: October 23, 2009

Page 2 of 5

event held at the Cow Palace in San Francisco, which assisted hundreds of Bay Area residents and ended the day before this event. For more information, contact Leslye Krutko, Housing Director, at 535-3815.

Project Youth Connect—On October 17th, the Housing Department, in cooperation with the Bill Wilson Center, Unity Care, and 12 other member agencies of the Santa Clara County Collaborative on Housing and Homeless Issues, sponsored its second Project Youth Connect event. This event took place at the Bill Wilson Drop-In Center, located on Second Street in Downtown San José. Project Youth Connect served approximately 150 youth who are homeless, or at-risk of becoming homeless, including four young families. Twelve service providers educated the participants on services available. The Center for Employment Training left the event with approximately 30 youth signed-up for services. The event provided great exposure and developed trust in local service providers. The next event in the Project Homeless Connect series will be a Veteran's event, and is set to take place in November. For more information, contact Leslye Krutko, Housing Director, at 535-3851.

Cardroom Charitable Contributions (CCC) Allocation Plan approved—The Healthy Neighborhoods Leadership Committee (HNLC) has approved the framework for allocating monies from the settlement agreement between the City of San José and two local cardrooms. The cardrooms will provide payment of \$500,000 each for three years and a lesser amount thereafter directly to non-profit organizations that address the social concerns associated with problem gambling. Staff anticipates that the funds will be awarded in January 2010. The framework was developed by PRNS and presented to the HNLC for approval at the City Council's direction. For more information, contact Zulma Maciel, Program Manager, at 793-4175.

Citywide Grant Database Viewing/Training Sessions—The Parks, Recreation and Neighborhood Services Department hosted a Viewing/Training session for WebGrants; the City's new database serving both grant-makers and grant-seekers, earlier this month at Roosevelt Community Center Computer Lab. Each WebGrants session was tailored to a particular City grant-making program, customized to meet the needs of each grant area. Participant feedback was positive and requested changes are being prioritized for input into the system. The anticipated go-live date for this project is January 2010. For more information, contact Andrew Freeman at 793-4182.

City Receives Emerald Award for Innovation from Building Operations and Management Association (BOMA)—On November 5, the City will be awarded the Emerald Award for Innovation for Large Facilities in honor of its Green Building Successes at City Hall. The award recognizes City Hall as the first platinum municipal green building under the LEED for Existing Buildings – Operations and Maintenance program. The award identifies the five elements that the certification team targeted:

- Energy conservation – In the 93rd percentile for energy efficiency when compared to similar facilities, resulting in over \$30,000 per year in energy savings.
- Reduced water usage – Achievement of an 80% reduction in water usage through the use of recycled water in toilets and urinals and the use of low flow faucets.
- Waste reduction and diversion – Recycling or composting of over 90% of the waste removed from City Hall.
- Creation of a healthy indoor environment – utilization of green low VOC cleaning and maintenance supplies, creating a more productive workplace

HONORABLE MAYOR AND CITY COUNCIL

Subject: City Manager's Weekly Report

Date: October 23, 2009

Page 3 of 5

- Environmental purchasing – the City's environmentally preferred purchasing policy (EP3) contributes green products wherever they are available for use, including such items as office furniture, supplies, paper, and computers.

Through multi-departmental collaboration, General Services has been able to achieve these Green Building successes at City Hall. General Services is in the process of applying practices learned through the City Hall certification throughout the City's building portfolio. For more information, contact Matt Morley, Deputy Director, General Services, at 535-1298.

Roosevelt Community Center Recognized by the Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)—On October 7, the Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) presented the Roosevelt Community Center with the Best Site Design in a Public Project Award in recognition of its innovative storm water treatment system. The award is based on the Center's unique approach to managing rainwater runoff utilizing public art that filters water from the roof. In addition to artwork that improves water quality, the Roosevelt Center also uses permeable concrete and specially designed landscaping to reduce and treat runoff. For more information, contact Michael Rhoades, Supervising Environmental Services Specialist, at 277-2773.

San José Holiday Events Garner 13 International Awards—The San José Holiday Parade and Christmas in the Park won 13 prestigious Pinnacle Awards for the World's Best in event marketing and promotions at the 2009 International Festivals and Events Association (IFEA) Conference in Indianapolis, Indiana. These awards represent the top accolades events in the world that can be received. In addition to these awards, City of San José Event Coordinator Ed Bautista (PRNS) facilitated the session on parades for coordinators/directors, served as an expert panelist on parades and presented a third session for event directors and organizers on events and working with city governments. San José shared the stage with nationally known events such as the Indianapolis 500, the Rose Parade, Kentucky Derby and Disney Events, garnering six gold awards, three silver awards and four bronze awards. For more information, contact Ed Bautista, Events Manager, at 794-6201.

Airport's Terri Gomes is Finalist for "CFO of the Year."—Terri Gomes, Airport Deputy Director of Finance and Administration, has been selected by Silicon Valley/San José Business Journal as one of two finalists for "Chief Financial Officer of the Year" in the category for large non-profit organizations. The newspaper will announce this year's winners on Thursday, November 19. For more information, contact Bill Sherry, Airport Director, at 501-7600.

City Prevents Mercury Pollution Through Thermometer Exchange Events—During July, August and September of 2009, the City's Environmental Services Department hosted a total of twelve (12) Mercury Fever Thermometer Exchange events, including special collection events during National Pollution Prevention Week. Altogether, more than 400 residents of the Plant's tributary service area turned in 677 old-fashioned glass mercury thermometers in exchange for free digital thermometers. For more information, contact Elaine Marshall, Program Manager, at 277-5697.

Upcoming Meetings & Events

"Diwali" Festival of Lights, Friday, October 27, 2009 11:30 a.m.-1:30 p.m., City Hall Rotunda 200 E. Santa Clara St.; sponsored by Councilmember Ash Kalra. For more information, contact Karen Phangureh, Policy Manager, at 535-4926.

Youth Awareness Through Theatre and Discussion—Mayfair Community Center 2039 Kammerer Ave,

HONORABLE MAYOR AND CITY COUNCIL

Subject: City Manager's Weekly Report

Date: October 23, 2009

Page 4 of 5

- Wednesday, October 21 performance by "Nightmare on Puberty St." 6-7 p.m.
- Teen Awareness Group (TAG), every Tuesday (beginning October 27) 4-5:30 p.m.

For more information, contact Lucero Arellano, Next Door Solutions to Domestic Violence at 501-7545.

Light the Night Walk, a Benefit for the Leukemia and Lymphoma Society, Saturday, October 24, 5 p.m.-10 p.m., Guadalupe River Park Arena Green-East. For more information, contact Karen Shipe at 490-3151.

GIST Walk for a Cure, Sunday, October 25, 9:30 a.m.-2:30 p.m., Almaden Lake Park-Arroyo. For more information, contact Irene Wing at 926-1785 or Ichew48@hotmail.com.

Silicon Valley Marathon, Sunday, October 25, 7 a.m.-2 p.m., Guadalupe River Park Discovery Meadow & Los Gatos Creek Trail. For more information, contact JT Service at 415-462-6490.

Voices United: Run for Health, Saturday, October 31, 7 a.m.-12 p.m., Lake Cunningham Park-Cypress Pavilion, Walking Paths and Interior Road. For more information, contact Gabrielle Antolovich at 292-7292.

Making Strides against Breast Cancer, Saturday, October 31, 8 a.m.-12 p.m., Guadalupe River Park Arena Green & Guadalupe River Trail. For more information, contact Justin Clark at 510-285-7928.

Haunted History, Saturday, October 31, 1 p.m.-4 p.m., Kelley Park/History Park. For more information, contact Pam Watson at 918-1055.

One-Stop Homeless Prevention Center Tours, Over the next three months, EHC LifeBuilders will be providing one-hour tours to anyone interested in learning more about the innovative services at EHC LifeBuilders' new One-Stop Homeless Prevention Center located at 2011 Little Orchard Street. The tour will consist of a short presentation outlining the program, how it assists clients to achieve stability and self-sufficiency in Santa Clara County, and additional information such as program goals and outcomes, success stories, as well as methods and principles implemented at the site. Tours will be held three times a month from October through December, or by special appointment. For more information or to RSVP, please contact Ray Bramson at 539-2103 or at rbramson@ehclifebuilders.org:

October: Tuesday, October 20 – 11:30 a.m. -12:30 p.m.; Friday, October 23 – 10:00 a.m.-11:00 a.m.; Wednesday, October 28 – 12:00 -1:00 p.m.

November: Wednesday, November 4 – 9:00 a.m. -10:00 a. m.; Thursday, November 12 – 10:00 a.m.-11:00 a.m.; Tuesday, November 17 – 2:00 p.m.-3:00 p.m.

December : Thursday, December 3 – 10:00 a.m.-11:00 a.m.; Tuesday, December 8 – 2:00 p.m.-3:00 p.m.; Wednesday, December 9 – 10:30 a.m.-11:30 a.m.

"Day of the Dead: a Passion for Life" Exhibit, An exhibit of more than 50 images captured by accomplished local photographer and community newspaper publisher Mary J. Andrade. The exhibit, located on the second floor of the Dr. Martin Luther King, Jr. Library continues through Friday, November 27. For additional information on the photo exhibit, contact Veronica Murguia at (408) 436-7850 ext. 12 or at veronica@laoferta.com.

"The Art of Remembrance" Exhibit, An exhibit of traditional altars curated by Mary Jane Solis, located on the fifth floor of the Dr. Martin Luther King, Jr. Library through Saturday, November 14. The exhibit is part of Día de los Muertos 2009 presented by San José Multicultural Artist Guide and Teatro Familia Aztlan, in collaboration with the City of San José, Castellano Family

HONORABLE MAYOR AND CITY COUNCIL

Subject: City Manager's Weekly Report

Date: October 23, 2009

Page 5 of 5

Foundation, Target Stores, Mexican American Studies Department and Cesar Chavez Community Action Program at SJSU, Assemblymember Joe Coto and Councilmembers Madison Nguyen and Sam Liccardo. For more information, call 272-9924.

Unveiling of Deep Space Images from NASA's Great Observatories—On November 17 at noon, the Dr. Martin Luther King, Jr. Library will host an unveiling of never-before-seen multi-wavelength images produced in collaboration by NASA's Great Observatories— the Hubble Space Telescope, Spitzer Space Telescope, and Chandra X-Ray Observatory. The Library is one of two institutions in the Bay Area (152 nationwide) selected to host this special event in celebration of the International Year of Astronomy. The International Year of Astronomy Great Observatories Image Unveiling is made possible by special funding from NASA's Science Mission Directorate. The project is collaboration between the Space Telescope Science Institute, Spitzer Science Center and Harvard-Smithsonian Center for Astrophysics. The image unveiling takes place in the King Library's Fourth Street Lobby and will be followed on Saturday, November 21 with a day of discovery activities for all ages, including lectures by faculty from the SJSU Physics & Astronomy Dept. For more information, call 808-2397.

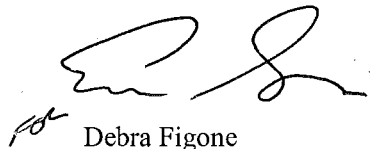
Wonders of Our Water Works Bus Tours Extended Through November 21, 2009, First and third Saturdays, 9:00-11:00 a.m., and 1:00-3:00 p.m. Free two-hour bus tour of the Water Pollution Control Plant to learn how wastewater is treated. Participants must be 10 years or older. For reservations, contact Bruce Frisbey at 975-2542, or visit www.sanjoseca.gov/esd/plantmasterplan/tour-reservations.asp

Silicon Valley Turkey Trot-Run or Walk for Health, Hope and a Home, Thursday, November 26, 7:30 a. m.-12 p.m. Guadalupe River Park Arena Green. For more information, contact Carl Guardino at 501-7864.

Christmas in the Park, Friday, November 27 through Friday, January 1, Plaza de Cesar Chavez. For more information, contact Brian Clappitt, Event Coordinator, at 794-6203.

Heritage Holiday, Saturday, December 5, 12 p.m. -5 p.m., Kelley Park/History Park. For more information, contact Pam Watson at 918-1055.

San José Holiday Parade, Sunday, December 6, 8:30 a.m.-11 a.m., Guadalupe River Park Arena Green. For more information, contact Brian Clappitt, Event Coordinator, at 794-6203.


Debra Figone
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